

Rep Order# 6839675    Ver# 1    Status New    Traffic Order#    Printed: 08/08/2012 4:26 PM    1 of 6

EC'd Yes    Last Received: 08/08/2012 2:25 PM

Showing Buylines: All Lines

|  |   |   |
|--|---|---|
| <b>Station</b> WAVY-TV NORFOLK, VA.          | <b>Agency</b> (    ) CROSSROADS MEDIA       | <b>Rep Firm</b>                         |
| <b>Advertiser</b> (    ) AMERICAN CROSSROADS | 66 CANAL CENTER PLAZA, SUITE 555            | <b>Sales Office</b> (    ) PHILADELPHIA |
| <b>Product</b> American Crossroads           | ALEXANDRIA, VA 22314                        | <b>Salesperson</b> (    ) ANJIE BRADY   |
| <b>Estimate#</b> 691                         | <b>Agency C/P1/P2/E</b> 11/27/691           |   |
| <b>Buyer</b> Stephanie Maroney               | <b>Flight Dates</b> 09/18/2012 - 09/27/2012 | <b>Salesperson Phone#</b> 215-567-6005  |
| <b>Phone#</b>                                | <b>Hiatus Weeks</b>                         | <b>Salesperson FAX#</b> 215-567-5938    |
| <b>Fax#</b>                                  |   |   |

-- CONTRACT COMMENT --

CLIENT: AMERICAN CROSSROADS SC=\*

-- REMARKS --

THIS IS A NEW ISSUE ORDER  
CONTRACT TOTAL IS \$59,930  
PLS CONFIRM ASAP  
THANKS    ANJIE FOR ANGELA

| LT  | Ln  | Day | Time   | Program          | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|--------|------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | ---    | -----            | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 2   | W   | 6A-7A  | AM NEWS          | :30 | \$1,800.00 | 09/19-09/19 | 1          | 1          | 1           | \$1,800.00 |         |
|     | 4   | F   | 6A-7A  | AM NEWS          | :30 | \$1,800.00 | 09/21-09/21 | 1          | 1          | 1           | \$1,800.00 |         |
|     | 6   | TU  | 6A-7A  | AM NEWS          | :30 | \$1,800.00 | 09/25-09/25 | 1          | 1          | 1           | \$1,800.00 |         |
|     | 8   | TH  | 6A-7A  | AM NEWS          | :30 | \$1,800.00 | 09/27-09/27 | 1          | 1          | 1           | \$1,800.00 |         |
|     | 9   | TU  | 7A-9A  | TODAY SHOW       | :30 | \$1,800.00 | 09/18-09/18 | 1          | 1          | 1           | \$1,800.00 |         |
|     | 11  | TH  | 7A-9A  | TODAY SHOW       | :30 | \$1,800.00 | 09/20-09/20 | 1          | 1          | 1           | \$1,800.00 |         |
|     | 13  | M   | 7A-9A  | TODAY SHOW       | :30 | \$1,800.00 | 09/24-09/24 | 1          | 1          | 1           | \$1,800.00 |         |
|     | 15  | W   | 7A-9A  | TODAY SHOW       | :30 | \$1,800.00 | 09/26-09/26 | 1          | 1          | 1           | \$1,800.00 |         |
|     | 17  | SA  | 7A-8A  | SATURDAY AM NEWS | :30 | \$800.00   | 09/22-09/22 | 1          | 1          | 1           | \$800.00   |         |
|     | 18  | SU  | 7A-8A  | SUNDAY AM NEWS   | :30 | \$800.00   | 09/23-09/23 | 1          | 1          | 1           | \$800.00   |         |
|     | 21  | W   | 9A-10A | TODAY SHOW 2     | :30 | \$500.00   | 09/19-09/19 | 1          | 1          | 1           | \$500.00   |         |

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Station WAVY-TV NORFOLK, VA. Agency ( ) CROSSROADS MEDIA Rep Firm  
Advertiser ( ) AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 691 Agency C/P1/P2/E 11/27/691 Salesperson Phone# 215-567-6005  
Buyer Stephanie Maroney Flight Dates 09/18/2012 - 09/27/2012 Salesperson FAX# 215-567-5938  
Fax# Hiatus Weeks

| LT | Ln | Day | Time    | Program         | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|---------|-----------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
|    | 24 | M   | 9A-10A  | TODAY SHOW 2    | :30 | \$500.00 | 09/24-09/24 | 1          | 1          | 1           | \$500.00   |         |
|    | 25 | TU  | 9A-10A  | TODAY SHOW 2    | :30 | \$500.00 | 09/25-09/25 | 1          | 1          | 1           | \$500.00   |         |
|    | 27 | TH  | 9A-10A  | TODAY SHOW 2    | :30 | \$500.00 | 09/27-09/27 | 1          | 1          | 1           | \$500.00   |         |
|    | 28 | TU  | 10A-11A | TODAY SHOW 3    | :30 | \$400.00 | 09/18-09/18 | 1          | 1          | 1           | \$400.00   |         |
|    | 30 | TH  | 10A-11A | TODAY SHOW 3    | :30 | \$400.00 | 09/20-09/20 | 1          | 1          | 1           | \$400.00   |         |
|    | 32 | M   | 10A-11A | TODAY SHOW 3    | :30 | \$400.00 | 09/24-09/24 | 1          | 1          | 1           | \$400.00   |         |
|    | 34 | W   | 10A-11A | TODAY SHOW 3    | :30 | \$400.00 | 09/26-09/26 | 1          | 1          | 1           | \$400.00   |         |
|    | 37 | W   | 12P-1P  | NOON NEWS       | :30 | \$250.00 | 09/19-09/19 | 1          | 1          | 1           | \$250.00   |         |
|    | 39 | F   | 12P-1P  | NOON NEWS       | :30 | \$250.00 | 09/21-09/21 | 1          | 1          | 1           | \$250.00   |         |
|    | 41 | TU  | 12P-1P  | NOON NEWS       | :30 | \$250.00 | 09/25-09/25 | 1          | 1          | 1           | \$250.00   |         |
|    | 43 | TH  | 12P-1P  | NOON NEWS       | :30 | \$250.00 | 09/27-09/27 | 1          | 1          | 1           | \$250.00   |         |
|    | 46 | TH  | 3P-4P   | MAURY POVICH    | :30 | \$400.00 | 09/20-09/20 | 1          | 1          | 1           | \$400.00   |         |
|    | 48 | M   | 3P-4P   | MAURY POVICH    | :30 | \$400.00 | 09/24-09/24 | 1          | 1          | 1           | \$400.00   |         |
|    | 50 | W   | 3P-4P   | MAURY POVICH    | :30 | \$400.00 | 09/26-09/26 | 1          | 1          | 1           | \$400.00   |         |
|    | 52 | TU  | 4P-5P   | ANDERSON COOPER | :30 | \$400.00 | 09/18-09/18 | 1          | 1          | 1           | \$400.00   |         |
|    | 56 | M   | 4P-5P   | ANDERSON COOPER | :30 | \$400.00 | 09/24-09/24 | 1          | 1          | 1           | \$400.00   |         |
|    | 58 | W   | 4P-5P   | ANDERSON COOPER | :30 | \$400.00 | 09/26-09/26 | 1          | 1          | 1           | \$400.00   |         |

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Advertiser ( ) AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ( ) PHILADELPHIA  
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson ( ) ANJIE BRADY  
Estimate# 691 Agency C/P1/P2/E 11/27/691 Salesperson Phone# 215-567-6005  
Buyer Stephanie Maroney Flight Dates 09/18/2012 - 09/27/2012 Salesperson FAX# 215-567-5938  
Fax# Hiatus Weeks

| LT | Ln | Day | Time        | Program          | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|-------------|------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
|    | 60 | TU  | 5P-530P     | 5PM NEWS         | :30 | \$1,500.00 | 09/18-09/18 | 1          | 1          | 1           | \$1,500.00 |         |
|    | 62 | TH  | 5P-530P     | 5PM NEWS         | :30 | \$1,500.00 | 09/20-09/20 | 1          | 1          | 1           | \$1,500.00 |         |
|    | 65 | TU  | 5P-530P     | 5PM NEWS         | :30 | \$1,500.00 | 09/25-09/25 | 1          | 1          | 1           | \$1,500.00 |         |
|    | 67 | TH  | 5P-530P     | 5PM NEWS         | :30 | \$1,500.00 | 09/27-09/27 | 1          | 1          | 1           | \$1,500.00 |         |
|    | 68 | TU  | 6P-630P     | 6PM NEWS         | :30 | \$1,800.00 | 09/18-09/18 | 1          | 1          | 1           | \$1,800.00 |         |
|    | 71 | F   | 6P-630P     | 6PM NEWS         | :30 | \$1,800.00 | 09/21-09/21 | 1          | 1          | 1           | \$1,800.00 |         |
|    | 72 | M   | 6P-630P     | 6PM NEWS         | :30 | \$1,800.00 | 09/24-09/24 | 1          | 1          | 1           | \$1,800.00 |         |
|    | 74 | W   | 6P-630P     | 6PM NEWS         | :30 | \$1,800.00 | 09/26-09/26 | 1          | 1          | 1           | \$1,800.00 |         |
|    | 77 | W   | 730P-8P     | THE INSIDER      | :30 | \$1,200.00 | 09/19-09/19 | 1          | 1          | 1           | \$1,200.00 |         |
|    | 79 | F   | 730P-8P     | THE INSIDER      | :30 | \$1,200.00 | 09/21-09/21 | 1          | 1          | 1           | \$1,200.00 |         |
|    | 83 | TH  | 730P-8P     | THE INSIDER      | :30 | \$1,200.00 | 09/27-09/27 | 1          | 1          | 1           | \$1,200.00 |         |
|    | 84 | TU  | 11P-1135P   | LATE NEWS        | :30 | \$1,800.00 | 09/18-09/18 | 1          | 1          | 1           | \$1,800.00 |         |
|    | 87 | F   | 11P-1135P   | LATE NEWS        | :30 | \$1,800.00 | 09/21-09/21 | 1          | 1          | 1           | \$1,800.00 |         |
|    | 91 | TU  | 1135P-1235A | THE TONIGHT SHOW | :30 | \$400.00   | 09/18-09/18 | 1          | 1          | 1           | \$400.00   |         |
|    | 93 | TH  | 1135P-1235A | THE TONIGHT SHOW | :30 | \$400.00   | 09/20-09/20 | 1          | 1          | 1           | \$400.00   |         |

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ) .AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 691  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency (    ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/691  
Flight Dates 09/18/2012 - 09/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

| LT | Ln  | Day | Time        | Program           | Len | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-----|-----|-------------|-------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
|    | 95  | TU  | 1135P-1235A | THE TONIGHT SHOW  | :30 | \$400.00 | 09/25-09/25 | 1          | 1          | 1           | \$400.00   |         |
|    | 98  | TU  | 5A-6A       | EARLY AM NEWS     | :30 | \$700.00 | 09/18-09/18 | 1          | 1          | 1           | \$700.00   |         |
|    | 101 | F   | 5A-6A       | EARLY AM NEWS     | :30 | \$700.00 | 09/21-09/21 | 1          | 1          | 1           | \$700.00   |         |
|    | 102 | M   | 5A-6A       | EARLY AM NEWS     | :30 | \$700.00 | 09/24-09/24 | 1          | 1          | 1           | \$700.00   |         |
|    | 105 | TH  | 5A-6A       | EARLY AM NEWS     | :30 | \$700.00 | 09/27-09/27 | 1          | 1          | 1           | \$700.00   |         |
|    | 106 | TU  | 430A-5A     | EARLY TODAY       | :30 | \$200.00 | 09/18-09/18 | 1          | 1          | 1           | \$200.00   |         |
|    | 108 | TH  | 430A-5A     | EARLY TODAY       | :30 | \$200.00 | 09/20-09/20 | 1          | 1          | 1           | \$200.00   |         |
|    | 110 | M   | 430A-5A     | EARLY TODAY       | :30 | \$200.00 | 09/24-09/24 | 1          | 1          | 1           | \$200.00   |         |
|    | 111 | TU  | 430A-5A     | EARLY TODAY       | :30 | \$200.00 | 09/25-09/25 | 1          | 1          | 1           | \$200.00   |         |
|    | 115 | W   | 1P-2P       | DAYS OF OUR LIVES | :30 | \$350.00 | 09/19-09/19 | 1          | 1          | 1           | \$350.00   |         |
|    | 117 | F   | 1P-2P       | DAYS OF OUR LIVES | :30 | \$350.00 | 09/21-09/21 | 1          | 1          | 1           | \$350.00   |         |
|    | 119 | TU  | 1P-2P       | DAYS OF OUR LIVES | :30 | \$350.00 | 09/25-09/25 | 1          | 1          | 1           | \$350.00   |         |
|    | 121 | TH  | 1P-2P       | DAYS OF OUR LIVES | :30 | \$350.00 | 09/27-09/27 | 1          | 1          | 1           | \$350.00   |         |
|    | 122 | TU  | 2P-3P       | THE DOCTORS       | :30 | \$200.00 | 09/18-09/18 | 1          | 1          | 1           | \$200.00   |         |
|    | 124 | TH  | 2P-3P       | THE DOCTORS       | :30 | \$200.00 | 09/20-09/20 | 1          | 1          | 1           | \$200.00   |         |
|    | 126 | M   | 2P-3P       | THE DOCTORS       | :30 | \$200.00 | 09/24-09/24 | 1          | 1          | 1           | \$200.00   |         |

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Advertiser ( ) AMERICAN CROSSROADS  
Product American Crossroads  
Estimate# 691  
Buyer Stephanie Maroney  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/691  
Flight Dates 09/18/2012 - 09/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

| LT  | Ln  | Day | Time    | Program               | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|---------|-----------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | ---     | ---                   | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 128 | W   | 2P-3P   | THE DOCTORS           | :30 | \$200.00   | 09/26-09/26 | 1          | 1          | 1           | \$200.00   |         |
|     | 131 | W   | 530P-6P | 530PM NEWS            | :30 | \$1,500.00 | 09/19-09/19 | 1          | 1          | 1           | \$1,500.00 |         |
|     | 133 | F   | 530P-6P | 530PM NEWS            | :30 | \$1,500.00 | 09/21-09/21 | 1          | 1          | 1           | \$1,500.00 |         |
|     | 135 | TU  | 530P-6P | 530PM NEWS            | :30 | \$1,500.00 | 09/25-09/25 | 1          | 1          | 1           | \$1,500.00 |         |
|     | 138 | TU  | 7P-730P | ENTERTAINMENT TONIGHT | :30 | \$1,200.00 | 09/18-09/18 | 1          | 1          | 1           | \$1,200.00 |         |
|     | 140 | TH  | 7P-730P | ENTERTAINMENT TONIGHT | :30 | \$1,200.00 | 09/20-09/20 | 1          | 1          | 1           | \$1,200.00 |         |
|     | 142 | M   | 7P-730P | ENTERTAINMENT TONIGHT | :30 | \$1,200.00 | 09/24-09/24 | 1          | 1          | 1           | \$1,200.00 |         |
|     | 144 | W   | 7P-730P | ENTERTAINMENT TONIGHT | :30 | \$1,200.00 | 09/26-09/26 | 1          | 1          | 1           | \$1,200.00 |         |
|     | 146 | SU  | 12A-1A  | BROTHERS & SISTERS    | :30 | \$150.00   | 09/23-09/23 | 1          | 1          | 1           | \$150.00   |         |
|     | 147 | SU  | 1A-2A   | BROTHERS & SISTERS    | :30 | \$80.00    | 09/23-09/23 | 1          | 1          | 1           | \$80.00    |         |

---REPORT TOTALS---

Report Totals: 69 / \$59,930.00

---SALES MONTHLY TOTALS---

Sep 12: 69 / \$59,930.00

Sales Totals: 69 / \$59,930.00

Station Totals: 69 / \$59,930.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |           |         |          |         |         |          |
|---------------|-----------|---------|----------|---------|---------|----------|
| Market Totals | \$161,973 | CATV 0% | WAVY 37% | WGNT 0% | WPXV 0% | WTKR 27% |
|---------------|-----------|---------|----------|---------|---------|----------|

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Product American Crossroads  
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Buyer Stephanie Maroney  
Phone#  
Fax#

Agency (    ) CROSSROADS MEDIA  
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Agency C/P1/P2/E 11/27/691  
Flight Dates 09/18/2012 - 09/27/2012  
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Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

WTVZ 0%    WVBT 13%    WVEC 23%